

PATENTS
Attorney Docket No. CIK-002.01

IN THE CLAIMS:

- 1 1. (Previously Presented) A method for tracking personal referrals related to an employment
2 offer, the method comprising:
3 generating a unique identifier that is associated exclusively with the pairing of an
4 individual and the employment offer;
5 sending to said individual an electronic-mail message that provides a hyperlink to or
6 contains a Web page whose address or contents includes said unique identifier or a
7 transformation thereof;
8 providing in said Web page a means to allow the individual to provide the electronic-
9 mail (email) address of persons to whom said individual wishes to refer the employment
10 opportunity;
11 tracking the referral by:
12 receiving from said individual the email addresses for the persons to whom
13 said individual referred,
14 updating at least one database to associate the individual with the electronic-
15 mail addresses of the persons whom the individual wishes to refer, and
16 for each electronic-mail address of persons whom said individual wishes to
17 refer, returning to generating a unique identifier.
- 1 2. (Original) The method of claim 1 wherein said unique identifier or a transformation
2 thereof is included in a uniform resource locator.
- 1 3. (Previously Presented): The method of claim 1, where sending includes:
2 determining whether said individual has previously been sent an electronic-mail
3 message about said offer, and,
4 sending when said individual has not previously been sent an electronic message
5 about said offer.

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- 1 4. (Previously Presented): The method of claim 1, where sending includes:
2 determining whether said individual has previously opted out of receiving all such
3 electronic-mail messages, and,
4 sending when said individual has not previously opted out of receiving such
5 electronic-mail messages.
- 1 5. (Previously Presented): The method of claim 1, where sending includes:
2 determining whether said individual has previously opted out of receiving electronic-
3 mail messages pertaining to said offer, and,
4 sending when said individual has not previously opted out of receiving electronic-
5 mail messages pertaining to said offer.
- 1 6. (Previously Presented): The method of claim 1, where sending includes:
2 determining the party whose referral caused said offer to be made to said individual
3 and whether said individual has previously opted out of receiving electronic-mail messages
4 pertaining to offers referred by said party.
- 1 7. (Original) The method of claim 1, further comprising:
2 providing in said Web page a means of accepting said offer.
- 1 8. (Original) The method of claim 7, further comprising:
2 notifying the sponsor of said offer in case of an acceptance by said individual.
- 1 9. (Canceled)
- 1 10. (Original) The method of claim 1, further comprising:
2 providing in said Web page a means of opting out of receiving electronic-mail
3 messages pertaining to one or more categories of such offers.

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- 1 11. (Original) The method of claim 1, further comprising:
2 providing in said Web page a means of opting out of receiving electronic-mail
3 messages pertaining to offers referred by the party whose referral caused said offer to be
4 made to said individual.
- 1 12. (Previously Presented): The method of claim 1, where sending includes:
2 determining whether said offer is still valid, and
3 sending the latest version of said offer if a new version is available.
- 1 13-47. (Canceled)
- 1 48. (Previously Presented): The method of claim 1, further comprising:
2 providing in said Web page a means of opting out of receiving all such electronic-
3 mail messages.
- 1 49. (Canceled).